David Woodward

Principal Consultant

David is an experienced business leader and consultant, recognised for driving strategic transformation, change management, and leadership development. With extensive experience as a Big Four Partner and board member, he is known for growing businesses, building high-performing teams, and mentoring senior leaders across various sectors.

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About David

As a consultant, David specialises in strategy support, leadership and team development, business growth, and executive mentoring. His work has included the turnaround of a failing automotive supply chain company, designing milestone events for professional services firms, and delivering impactful leadership programmes for global organisations. David's approach centres on unlocking mindsets, removing barriers to collaboration, and fostering sustainable, long-term impact.

Previously, as an Equity Partner at KPMG, David led a team of over 120 colleagues, transforming the Tax Claims & Incentives business from the smallest to the largest in the Big Four, quadrupling turnover and increasing profitability. He was instrumental in implementing diversity and inclusion initiatives and driving strategic growth across the UK. David led KPMG's EMEA-wide New Partner Development programme, as well as sponsoring and developing other Partner milestone programmes.

David's board contributions include chairing a charity board, optimising an organisational closure, leading and/or serving on audit, finance and CEO recruitment committees. He is passionate about the power of debate and constructive conflict, supporting senior leadership teams and mentoring future leaders.

David brings a unique blend of commercial acumen, people development expertise, and a deep commitment to diversity, inclusion, and ethical leadership. He is driven by curiosity, creativity and empathy, always seeking to help individuals and teams make a meaningful impact on their organisations and the wider world.

Experience

- Leading businesses through strategy formulation, change management, delivering business plans and budgets. Making effective decisions considering commercial activities, business objectives/risk and the people implications.
- Designing and delivering large-scale training programmes and business events to develop senior leaders, leadership skills and high-performance teams, with a clear focus on sustainable impact over the long term.
- Understanding the importance and benefits of diversity and inclusion for colleagues and the business. Recognising the difference between cognitive and demographic diversity and the importance of innovation and collaboration.
- Creating healthy and effective organisations, recognising existing cultures and creating aspirational values to enable change.

Education and qualifications

- BSc Surveying
- Former member of the Association of Taxation Technicians (ATT)
- Former member of the Royal Institution of Chartered Surveyors (MRICS)

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